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**From:** Jason Cardiff [jason@redwoodsci.com]  
**Sent:** 4/27/2018 9:28:36 PM  
**To:** Danielle Cadiz (danielle@redwoodscientific.co) [danielle@redwoodscientific.co]  
**Subject:** FW: Redwood Scientific - email search terms  
**Attachments:** 2018.04.27 Letter to Tracy Green re Email Search Terms.pdf; ATT00001.htm; 2018.04.27 Search Terms for 1st Round of Searching Redwood Emails.pdf; ATT00002.htm; BCP Production Requirements 02\_02\_2017.pdf; ATT00003.htm; image001.jpg; image002.jpg; image003.png; image004.png



***Jason Cardiff***  
President and Chief Executive Officer

Redwood Scientific Technologies  
[www.RedwoodSci.com](http://www.RedwoodSci.com)  
Office: 310-693-5401



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**From:** Tracy Green [mailto:[tgreen@greenassoc.com](mailto:tgreen@greenassoc.com)]  
**Sent:** Friday, April 27, 2018 1:16 PM  
**To:** Jason Cardiff <[jason@redwoodsci.com](mailto:jason@redwoodsci.com)>; Danielle Cadiz <[danielle@redwoodscientific.co](mailto:danielle@redwoodscientific.co)>  
**Cc:** Julie Woodhead <[jwoodhead@greenassoc.com](mailto:jwoodhead@greenassoc.com)>  
**Subject:** Fwd: Redwood Scientific - email search terms

Well, I have not looked at this so let's see what we can do on the search terms and other issues.

Thanks, Tracy

Tracy Green  
Sent from my iPhone  
Please excuse brevity & autocorrect typos

Tracy Green  
Green & Associates, Attorneys at Law  
800 West Sixth Street, Suite 450  
Los Angeles, California 90017  
[tgreen@greenassoc.com](mailto:tgreen@greenassoc.com)  
Office: 213-233-2260  
Direct Dial: 213-233-2261

Fax: 213.477.2260  
Mobile: 310-710-6434

Begin forwarded message:

**From:** "Sanger, Elizabeth" <[esanger@ftc.gov](mailto:esanger@ftc.gov)>  
**Date:** April 27, 2018 at 13:17:59 PDT  
**To:** "Tracy Green ([tgreen@greenassoc.com](mailto:tgreen@greenassoc.com))" <[tgreen@greenassoc.com](mailto:tgreen@greenassoc.com)>  
**Cc:** "Kappler, Burke" <[bkappler@ftc.gov](mailto:bkappler@ftc.gov)>, "Modell, Shira D." <[SMODELL@ftc.gov](mailto:SMODELL@ftc.gov)>, "Julie Woodhead ([jwoodhead@greenassoc.com](mailto:jwoodhead@greenassoc.com))" <[jwoodhead@greenassoc.com](mailto:jwoodhead@greenassoc.com)>, "Claudia Santos ([csantos@greenassoc.com](mailto:csantos@greenassoc.com))" <[csantos@greenassoc.com](mailto:csantos@greenassoc.com)>, "Prunty, James A." <[JPRUNTY@ftc.gov](mailto:JPRUNTY@ftc.gov)>, "Rodriguez, Edwin" <[ERODRIGUEZ@ftc.gov](mailto:ERODRIGUEZ@ftc.gov)>, "Schools, Sallie" <[SSCHOOLS@ftc.gov](mailto:SSCHOOLS@ftc.gov)>  
**Subject:** Redwood Scientific - email search terms

Dear Tracy,  
Please see the attached letter and search terms.

I will ask my colleague, Sallie Schools, to send you a secure upload link today. Please be on the lookout for that link.

**\*Note:** the link is valid for 72 hours and can accept multiple files, but all files must be uploaded within a single upload session.

Thanks,  
Liz

Elizabeth J. Sanger, J.D., M.P.H.  
Federal Trade Commission  
Bureau of Consumer Protection  
Division of Advertising Practices  
600 Pennsylvania Ave., NW  
Mail Drop CC-10528  
Washington, DC 20580  
direct: (202) 326-2757  
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[esanger@ftc.gov](mailto:esanger@ftc.gov)



UNITED STATES OF AMERICA  
Federal Trade Commission  
Washington, D.C. 20580

Division of Advertising Practices

April 27, 2018

**VIA EMAIL**

Tracy Green, Esq.  
800 West Sixth Street, Suite 450  
Los Angeles, CA 90017  
tgreen@greenassoc.com

Re: CID to Redwood Scientific Technologies, Inc. (FTC Matter No. 1723117)

Dear Tracy,

I am writing in response to your April 22, 2018 letter and our conversation after the April 23 show cause hearing. Pursuant to our conversation, I am enclosing with this letter a list of search terms that expands upon the list of search concepts you provided to the FTC last week. Redwood has agreed to use the enclosed list in its first round of searching the emails of current and former Redwood employees.

We understand that Redwood is currently working with Lighthouse eDiscovery to ingest Redwood's email, and that the e-discovery firm can begin running searches after all the email is uploaded into Lighthouse's system sometime next week. We do not know the extent of Lighthouse's search capabilities (e.g., whether the system is capable of using Boolean operators), so the list we have provided is in a simple format that should be compatible with most search platforms.<sup>1</sup> If Lighthouse has the ability to run more sophisticated searches, we can schedule a phone meeting with you and Lighthouse in the coming days to discuss options for consolidating some of the terms on the enclosed list.

As we stated during our conversation after this week's hearing, we do not yet have a good sense of how Redwood employees communicate via email because we have received no internal emails from Redwood to date, and only very few emails with consumers. For that reason, you have agreed that Redwood will submit its first production of emails to the FTC no later than May 4. Redwood and Lighthouse will then work with the FTC to incorporate any changes in the search protocol that we deem necessary after we have had a chance to review the first email production.

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<sup>1</sup> Please note that whenever two or more words appear together on the list, we envision an "and" connector between those words. In other words, responsive emails must contain all the words (which will limit the responsive results), but not necessarily in the same order in which they appear on the list. For example, the term COMPLIANCE PROGRAM would return, among other hits: (1) Bill oversees the COMPLIANCE PROGRAM; (2) please make sure you run your PROGRAM by the COMPLIANCE department; and (3) we are in COMPLIANCE with the monitoring PROGRAM.

In addition to its email productions, we understand that Redwood intends to submit additional documents and clarifying responses to certain interrogatories on a rolling basis, beginning today. The FTC can provide Redwood with a secure upload link for each of these productions to limit the need for sending FedEx packages and to facilitate a faster transfer of information. Once sent, the link remains live for 72 hours. We will send the first secure upload link today.

If you would like to schedule a phone meeting with Lighthouse to discuss the search terms, please send me a few proposed dates and times and we will get back to you with a time that works for us. I can be reached at [esanger@ftc.gov](mailto:esanger@ftc.gov) or (202) 326-2757.

Sincerely,

s/ Liz Sanger  
Attorney, Division of Advertising Practices

Enclosures

List of Search Terms for 1<sup>st</sup> Round of Searching Redwood Emails

Federal Trade Commission Bureau of Consumer Protection Production Requirements

List of Search Terms for 1<sup>st</sup> Round of Searching Redwood Emails

%
10,600
88 percent
88%
99 design
actor
ad
addict*
advanced men*
advert*
andy haskins
anna
appetite
april
audience
authori*
automat*
autoship*
bank of america
bank one
benjamin
bethinrx*
bill*
body fat
boland
cadiz
caffeine
call center
cardflex
cardiff
cessation
chang* food
chantix
chargeback
chasepaymentech
clinic*
cms
code clouds
commercial
compliance program
consumer research
continu* bill*
continu* charg*



continu* complain*
continu* pay*
continu* send*
continu* ship*
continuity
contract
controltheweight*
craigslist
cravings
crm
customer relationship
customer service
customer tix
cytisine
danielle
deutsche
didn't agree*
didn't authoriz*
didn't order*
didn't receiv*
didn't reorder*
didn't request*
didn't tell
didn't told
didn't want*
diet*
disput* charge*
dnz
draft
easy weight loss
eat whatever
effectiv*
efficac*
elavon
ems
endorse*
england
enroll*
epeprx.com
epepsia
esquire
eunjung
eupepsia
eupepsia thin studies
excessive

exercise
expitrans
facebook
favorite food*
fda
fda import*
fda regist*
feel full
fifth third
fiverr
focus group
food drug administration
free offer
free sample
free trial
fullness
further charg*
further ship*
future charg*
future gear society
future ship*
fx
gain* back
galluppi
get
gram fat
green money
guarana
guarantee
gum
gus
harris
harvard
homeo*
hopkins
humboldt
icon
infomercial
informercial
instagram
isaac
jacques
jason
jean
jesse



jhu
joe
juarez
julie
keep charg*
keep ship*
keep taking
keep weight off
keep* it off
kenyon
kept charg*
kept ship*
kept taking
keyword*
laburnum
landing page guys
landingpageguys*
lb*
leperrierre
lifestyle
lisell
los* weight
mackenzie web design
market*
member*
merrick
message service
mission valley
mohammad
monitoring program
month*
navarro
ndc
negative option
nejm
netbanx
never agree*
never authoriz*
never order*
never receiv*
never reorder*
never request*
never tell
never told
never want*

new england journal
nicotine
noreply@redwoodscientific.com
not agree*
not authoriz*
not order*
not receiv*
not reorder*
not request*
not tell
not told
not want*
nrt
obligat*
opt*
orion
orionckb*
overflow call center
patch*
paullinia
payment process*
paysafe
pearlman
percent
platform
poujade
pound*
prove*
quantum
quit
refund*
refuse* cancel*
refuse* refund*
regain
reimburse*
release
remunerat*
research
revenue*
review*
reza
rhonda*
rma reason
rodaroc*
sale*

sample*
scientific*
script
select
sell*
senior
serrato
several bottle*
several month*
sign* up
signature
simonton
site*
smok*
social media
sopharma
spot*
sps commerce
stefan
still bill*
still charg*
still pay*
still ship*
stop ship* ask*
stop ship* request*
strateg*
stud*
subscri*
substant*
success*
survey
tabex
talent
tape*
tapi*
tbx
tbxfree*
test*
thayer
thinliferx*
thinyounow*
ticket*
tracy
train*
trytbxfree*

twitter*
unauthoriz*
unordered
unwanted
upwork*
usa epay
usms
vantiv
vimeo*
vps
walker
website*
weight
wells fargo
westamerica
william
without consent
wizmotions*
wu
<a href="https://www.facebook.com/epeprx">www.facebook.com/epeprx</a>
<a href="https://www.facebook.com/tbxfree">www.facebook.com/tbxfree</a>
<a href="https://www.instagram.com/eupepsiarx">www.instagram.com/eupepsiarx</a>
<a href="https://www.instagram.com/tbxfree">www.instagram.com/tbxfree</a>
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<a href="https://www.tbxfree.com">www.tbxfree.com</a>
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**Federal Trade Commission Bureau of Consumer Protection**

**Production Requirements**

Revised February 2018

In producing information in to the FTC, you must comply with the following production requirements, unless the FTC agrees otherwise. If you have any questions about these requirements, please contact FTC Counsel before production.

**Production Format**

1. **General Format:** Provide load-ready electronic productions with: (a) an Opticon image load file (.OPT) containing a line for every image file; and (b) a delimited data load file (.DAT) containing a line for every document, with bates references, metadata fields, and native file links, where applicable.
2. **Electronically Stored Information (“ESI”):** Documents stored in electronic format in the ordinary course of business must be produced in the following format:
  - a. For ESI other than the categories described below, submit in native electronic format with extracted text or Optical Character Recognition (OCR), all metadata, and corresponding image renderings converted to Group IV, 300 DPI, single-page Tagged Image File Format (TIFF) or color JPEG images (if color is necessary to interpret the contents or render them intelligible).
  - b. For Microsoft Excel, Access, or PowerPoint files, submit in native format with extracted text and metadata. Data compilations in Excel spreadsheets or in delimited text formats must contain all underlying data, formulas, and algorithms without redaction.
  - c. For other spreadsheet, database, presentation, or multimedia formats; instant messages; or proprietary applications, discuss production format during the meet and confer.
3. **Hard Copy Documents:** Documents stored in hard copy in the ordinary course of business must be scanned and submitted as 300 DPI individual single page TIFFs (or color JPGs when necessary to interpret documents or render them intelligible), with corresponding document-level OCR text and logical document determination in an accompanying load file.
4. **Extracted Text/OCR:** Submit text as document-level text files, named for the beginning bates number, and organized into a folder separate from images. We cannot accept Unicode text files.
5. **Document Identification:** Provide a unique DocId or bates number for each hard copy or electronic document, consisting of a prefix and a consistent number of numerals using leading zeros. Do not use a space to separate the prefix from numbers.
6. **Attachments:** Preserve the parent/child relationship by producing attachments as separate documents, numbering them consecutively to the parent email, and including a reference to all attachments.
7. **Metadata Production:** For each document submitted electronically, include standard metadata fields in a standard ASCII delimited data load file. The first line of the data load file shall include the field names. Submit date and time data in separate fields. Use these delimiters in delimited data load files:

Description	Symbol	ASCII Character
Field Separator	<	20
Quote Character	␣	254

Multi Entry delimiter	®	174
<Return> Value in data	~	126

8. **De-duplication:** Do not use de-duplication or email threading software without FTC counsel approval.
9. **Password-Protected Files:** Remove passwords prior to production. If password removal is not possible, provide the original and production filenames and the password under separate cover.
10. **Sensitive PII or SHI:** Use data encryption to protect any Sensitive PII or SHI (as defined in the CID Schedule). Provide encryption passwords in advance of delivery, under separate cover.

#### **Producing and Submitting Media to the FTC**

1. Prior to production, scan all media and data for viruses and confirm the media and data are virus-free.
2. For productions smaller than 50 GB, the FTC can accept electronic file transfer via FTC-hosted secure file transfer protocol (Accellion or SecureZip). Contact FTC counsel to request this option. The FTC cannot accept files via Dropbox, Google Drive, OneDrive, or other third-party file transfer sites.
3. Use the least amount of media necessary for productions. Acceptable media formats are CDs, DVDs, flash drives, and hard drives. Format all media for use with Windows 7.
4. Use a courier service (e.g., Federal Express, UPS) because heightened security measures delay postal delivery. Mark the exterior of all packages containing electronic media with the following:

MAGNETIC MEDIA – DO NOT X-RAY  
MAY BE OPENED FOR INSPECTION

5. Provide a production transmittal letter with each production that includes:
  - a. Production volume name (e.g., Volume 1), date of production, and numeric DocID number range of all documents included in the production;
  - b. List of custodians and the DocID number range for each custodian;
  - c. Total number of records and all underlying images, emails, and associated attachments, native files, and databases in the production
  - d. List of load file fields in the order in which they are organized in the data file.